WE CLAIM:

1. A video recording/playback system for recording and playback of video data received, comprising:

storage means for receiving and storing video data
5   which consists of sets of main data and sub data falling under different categories, the sets of main data and sub data being associated and sequenced along time axis;

playback means for reading main data and sub data from the storage means and rendering video contents of these
10   data; and

control means which judges whether said sub data has been read from said storage means and its video rendered and, unless said sub data video has been rendered, incorporates substitute data which has been associated in advance with
15   said sub data into said main data, and renders main video accompanied with substitute information.

2. A video recording/playback system according to claim 1, wherein said main data is program data and said sub data is
20   commercial data.

3. A video recording/playback system according to claim 2, wherein said main data and said sub data include an ID code which identifies the set of main data and sub data and
25   attribute data and said control means judges by detected ID

code and attribute data whether said sub data has been rendered.

4. A video recording/playback system according to claim 3, wherein, unless sub data with a same ID code as assigned to main data which is being rendered has been read from said storage means and rendered, said control means incorporates substitute data associated in advance with said sub data which has not been rendered into said main data and renders main video accompanied with substitute information.

5. A video recording/playback system according to claim 4, wherein said ID code and said attribute data are embedded in said main data and said sub data.

6. A video recording/playback system according to claim 5, wherein said main data includes substitute information rendering limit data for setting a limit to rendering said substitute information.

7. A video recording/playback system according to claim 6, wherein said substitute information rendering limit data is specified so that said substitute information will be rendered in a certain range of frames of said main data associated with said sub data which has not been rendered.

8. A video recording/playback system according to claim 6, wherein, as said substitute information rendering limit data, the number of times said substitute information is to be rendered or a time range within which said substitute information is to be rendered are set.

9. A video recording/playback system according to claim 1, wherein said substitute data is embedded in said main data.

10. A video recording/playback system according to claim 1, wherein said main data includes a substitute data address instead of said substitute data, the substitute data address specifying where the substitute data has been stored in advance on said storage means or another storage means on a network.

11. A video recording/playback system according to claim 1, wherein input of a cancel code for disabling the rendering of said substitute information makes it impossible for said control means to incorporate said substitute data into main data and render main video accompanied with substitute information.

12. A video recording/playback system according to claim 1, wherein said substitute information is the name of an advertiser, a corporate logo, or a commodity name to advertise which substitutes for said sub data.

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13. A method for generating video data comprising:

arranging sets of main data and sub data falling under different categories in sequence along time axis;

embedding an ID code which is assigned to a set of main

10 data and sub data and attribute data indicating the attribute of each data into said main data and said sub data in advance; and

embedding substitute data in said main data, wherein the substitute data is incorporated into said main data and

15 its information is rendered accompanying main video, unless said sub data is rendered by a device which received the video data.

14. A method for generating video data according to claim

20 13, wherein said main data is program data and said sub data is commercial data.

15. A method for generating video data according to claim 14, wherein said main data and said sub data include an ID

25 code which identifies the set of main data and sub data and

attribute data and it is judged by detected ID code and attribute data whether said sub data has been rendered.

16. A method for generating video data according to claim 15, wherein unless sub data with a same ID code as assigned to main data which is being rendered has been read from said storage means and rendered, substitute data associated in advance with said sub data which has not been rendered is incorporated into said main data and its information is rendered accompanying main video.

17. A method for generating video data according to claim 16, wherein said ID code and said attribute data are embedded in said main data and said sub data.